Understanding EPR Certification and Who Needs it in the Indian Market

Extended Producer Responsibility (EPR) has become one of the most critical compliance requirements for businesses that manufacture, import, distribute, or sell products generating waste in India. Whether it is electronic, plastic, battery-based, oil-based, or tyre-related, Indian laws have stipulated that companies should be accountable for the environmentally safe collection, recycling, and disposal of waste that they produce during their product manufacturing.

To meet these obligations, businesses must obtain an EPR certificate, also known as an EPR registration certificate, issued by the Central Pollution Control Board (CPCB) or State Pollution Control Boards, depending on the waste type. This blog provides a comprehensive overview of what EPR certification is, who needs it, the categories covered under EPR Registration in India, and how compliance partners like Brand Liaison help businesses manage seamless registrations.

What is an EPR Certificate?

An EPR certificate is a mandatory authorization that ensures companies take environmental responsibility for waste generated from their products. It also confirms that the producer has contracted the collection, recycling, or environmentally friendly disposal of waste by a certified recycler or PROs (Producer Responsibility Organizations).

This certificate is issued upon assessment of the EPR plan, business operations, and recycling facilities of the company. It also creates several annual targets that companies have to achieve by using verified recyclers. **Brand Liaison** helps manufacturers and importers manage the certification of **e-waste**, **plastic waste**, **battery waste**, **used oil**, and **used tyres** through complete EPR compliance solutions.

Types of Waste Covered Under EPR Registration in India

India has EPR requirements for a variety of waste. **Here is a clear explanation of the major sectors requiring an EPR registration certificate:**

1. EPR for E-Waste (Electronic Waste)

E-waste includes discarded electronic items like mobile phones, laptops, computers, TVs, printers, network equipment, appliances, and other electrical gadgets.

Companies that require EPR for e-waste include:

- Electronics manufacturers
- Electronics importers
- Brands selling gadgets online
- E-commerce companies dealing with electronics

Anyone importing electronics must also secure an **EPR Certificate for Import in Delhi** or the relevant state to ensure smooth customs clearance and avoid penalties. E-waste management involves collection centres, dismantlers, and authorized recyclers who extract metals, plastics, and reusable components safely.

2. EPR for Plastic Waste (P-Waste)

Plastic waste rules in India place a strong emphasis on sustainable plastic handling.

Businesses requiring EPR registration for plastic waste include:

- Plastic manufacturers
- Producers using plastic packaging
- Importers of products with plastic packaging
- FMCG brands
- Online marketplaces shipping products in plastic

Plastic producers and companies generating plastic packaging waste must contribute to recycling efforts and ensure that plastic is collected and processed safely.

3. EPR for Battery Waste

Under the Battery Waste Management Rules, EPR is mandatory for those dealing in batteries, including:

- Manufacturers and importers of portable, industrial, automotive, and EV batteries
- Electronics companies selling battery-operated devices
- EV manufacturers and importers
- Companies dealing with battery-powered gadgets

Battery waste contains hazardous chemicals that need specialised recycling, and the EPR certificate ensures that companies follow the Circular Economy model by recovering lithium, cobalt, nickel, and other valuable materials.

4. EPR for Used Oil Waste

Used oil is generated by:

- Automobile service centres
- Industrial machinery operators
- Manufacturing units
- Heavy equipment companies
- Generator users

Businesses that generate or import oil must follow EPR norms to ensure used oil is collected, re-refined, or disposed of in an eco-safe manner. EPR certificates ensure that toxic oil residues do not contaminate soil, water, or air.

5. EPR for Used Tyres

Tyre waste is another major sector where EPR Registration in India is now compulsory.

Companies requiring EPR for used tyres include:

- Tyre manufacturers
- Tyre importers
- Vehicle manufacturers
- Automobile sellers
- Retreaders and transport companies generate bulk tyre waste

Tyre recycling under EPR involves pyrolysis, crumb rubber extraction, refurbishing, and recycling into road construction materials. Without an EPR certificate, tyre waste often ends up in landfills or is burned illegally, causing severe pollution.

Which Businesses Need an EPR Registration Certificate?

EPR obligations in India cut across a large number of businesses in manufacturing, importing, packaging, and distribution.

You need an EPR registration certificate if you are:

1. A Manufacturer

Electronic manufacturers, plastic manufacturers, battery manufacturers, tyre manufacturers or oil-based machinery manufacturers must secure EPR registration.

2. An Importer

Importers of any of the following must obtain an EPR Certificate for Import in Delhi or the respective jurisdiction:

- Electronic items
- Plastic goods or packed products.
- Battery-powered devices
- Tyres
- Machines based on oil.

The customs clearance frequently demands EPR compliance evidence.

3. A Brand Owner or Marketer

Firms that promote their products under their brand name, though they may be outsourcing production, are liable to achieve EPR targets.

4. E-commerce Companies

In case your platform sells or distributes products causing waste, you can be asked to get EPR authorization, depending on your responsibility in packaging and distribution.

5. Bulk Consumers

Companies that produce high amounts of electronic waste, plastic waste, battery waste, tyre waste, and oil waste also need the compliance of EPR.

Why Companies Must Take EPR Seriously

Failure to comply with EPR regulations can result in:

- Heavy penalties
- Product bans
- Import and customs blockage
- Business license cancellation
- Legal notices from CPCB or SPCBs

Compliance ensures environmental safety, brand credibility, and long-term sustainability.

How Brand Liaison Supports EPR Registration in India

Brand Liaison is one of India's leading compliance consultants, providing end-to-end assistance in obtaining EPR certificates across all categories: e-waste, plastic waste, battery waste, used oil, and used tyre waste.

Their services include:

- Eligibility assessment
- Paperwork and preparation of the application.

- Drafting EPR plans
- Coordination with CPCB or SPCBs.
- PRO and recycler tie-ups
- Annual compliance reporting.

When the experts are involved, companies can acquire quicker approvals and be fully compliant with the regulatory requirements without delays in their functioning.

Conclusion

Businesses that are involved in the manufacturing, importation, and distribution ecosystem in India no longer have a choice on whether to implement EPR certification or not. With multiple waste categories under the EPR framework, companies must take proactive steps to obtain their EPR registration certificate, manage waste responsibly, and meet recycling targets. Be it electronic garbage, plastic packaging, battery, used oil, or used tyre, EPR provides a cleaner environment and, in addition, creates accountability in the industry.

With professional support from compliance experts like Brand Liaison, the process becomes seamless, reliable, and fully compliant with Indian regulations. Connect with **Brand Liaison** today.